



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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DOYLE ANNOUNCES “CONNECT ROCHESTER”

The new public/private partnership will market the county to employers

Monroe County Executive Jack Doyle today announced a new public/private partnership to market Monroe County and its assets to employers. Leaders from business and government joined the County Executive in announcing this new venture, designed to offer a one-stop-shopping location for economic development services. This partnership was created from the Monroe County Economic Development Task Force.

To fund Connect Rochester, County Executive Doyle asked for a yearly \$100,000 contribution from the County of Monroe Industrial Development Agency. It is anticipated that other Connect Rochester partners will make similar commitments for funding.

“Eight months ago, I convened a public private partnership to deal with issues surrounding Kodak's divestiture of its Elmgrove site,” said County Executive Jack Doyle. “Today we are announcing the expansion of that partnership with new goals and an agenda for marketing Rochester to the global business community as a place for expansion and growth.”

The Connect Rochester Partnership has established five straightforward objectives:

- Attract New Business to the Monroe County Area
- Support Growth of Existing Business
- Promote Start-up of New, Technology Based Business
- Increase Quantity and Quality of Skilled Workers
- Supply a High-Quality Infrastructure to Support Business Growth

To meet these objectives the group will bring collective resources to expand on many of the efforts already underway to provide job growth. Efforts that include the BorderNet program, which seeks to expand Monroe County's already high rate of trade with Canada.

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Other existing programs that have been identified include; SmartDog (a website used to recruit skilled workers), increased funding for the Monroe Venture Capital Fund, new coop and internship opportunities to retain college students after graduation, and expansion of the existing fiber-optic network among others.

Another major aspect of Connect Rochester's efforts to market Monroe County centers on the business concept of clusters. Clusters can be defined as: "co-located businesses sharing a geographic center and providing products and services in a specific industry sector, energized by a local network of suppliers, collaborative research facilities, public/private financial sources, supportive governmental agencies and community institutions."

The partnership has identified specific clusters within Monroe County, including: Medical Research, Biomedical/Pharmaceutical, IT/MIS Business Services, Optical Imaging, Precision Manufacturing, and Telecommunications. The identification of these clusters allows Connect Rochester to focus on job expansion within these important areas of the local economy.

The Connect Rochester partnership will seek to use marketing and multi-media campaigns, nationally and internationally, to promote Monroe County and its infrastructure to both employers and skilled workers. In addition, existing area employers will receive assistance for expansion and growth.

The membership list for Connect Rochester includes: Monroe County Economic Development, The Greater Rochester Metro Chamber of Commerce, the Industrial Management Council, Eastman Kodak Company, Rochester Gas & Electric, Empire State Development Corporation, Frontier Rochester, Monroe Community College, City of Rochester and CB Richard Ellis.

"Connect Rochester is a partnership that strengthens our ability to support employers who wish to remain, relocate or grow in Monroe County," said County Executive Jack Doyle. "Our residents know that the health and vibrancy of this community's future is tied to the availability of good jobs. Connect Rochester offers this community one more tool for economic expansion and we can never do too much to expand our local jobs base."

For more information visit the Connect Rochester website at (www.connectrochester.com)

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